



SOCIAL MARKETING

Lynne Eagle, Stephan Dahl, Susie Hill, Sara Bird,
Fiona Spotswood and Alan Tapp



Social Marketing

REVIEWS

in 1971, the first social marketing program was launched by the U.S. Department of Health, Education and Welfare. The program was designed to promote the use of birth control and was a success. It was the first time that a government agency had used social marketing to promote a health-related product.

The success of the birth control program led to the development of other social marketing programs. In 1973, the U.S. Department of Health, Education and Welfare launched a program to promote the use of seat belts. The program was a success and led to a significant increase in the use of seat belts.

In 1975, the U.S. Department of Health, Education and Welfare launched a program to promote the use of sunscreen. The program was a success and led to a significant increase in the use of sunscreen. In 1977, the U.S. Department of Health, Education and Welfare launched a program to promote the use of helmets. The program was a success and led to a significant increase in the use of helmets.

In 1979, the U.S. Department of Health, Education and Welfare launched a program to promote the use of fire extinguishers. The program was a success and led to a significant increase in the use of fire extinguishers.

In 1981, the U.S. Department of Health, Education and Welfare launched a program to promote the use of smoke detectors. The program was a success and led to a significant increase in the use of smoke detectors.

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Social Marketing

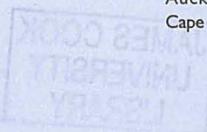
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Preface

Social marketing is a rapidly evolving field that will continue to change and adapt in line with the evolution of new technologies and communication interfaces between social marketers and their target groups. New ways of measuring the effects and effectiveness of interventions will also impact on the design and implementation of social marketing activity.

In this text we have tried to address the learning needs of students who will go on to careers in this dynamic and challenging sector, while at the same time acknowledging the need for additional research, critical evaluations of existing concepts and theories and a communications landscape that will look very different in five years, let alone in the next decade.

We stress critical evaluation throughout the text for several reasons. Social marketing deals with a number of complex issues for which no single solution exists. There is a need to synthesise and evaluate data, often of variable quality, from a range of sources in order to understand a problem. Our knowledge in the field is growing exponentially; however, there are still a number of gaps in the extant knowledge base and many concepts and theories have not been fully tested across wide ranges of population segments or situations. In areas such as communications, theories need to evolve and adapt to take into account the rapidly changing communications environment.

While there is a growing body of evidence that interventions based on sound theoretical foundations are more effective than those made on judgement alone, most theories provide only partial explanations or predictors of behaviour. Judgement will always be an important component in social marketing decisions. Environmental, social and economic forces can act as enablers or inhibitors of behaviour change and interventions need to be framed for the context in which the behaviours occur. Budgetary constraints also force limitations on the scope or duration of interventions – there is, unfortunately, no ideal world.

For all interventions, there are always multiple potential solutions and a critical approach ensures that all available data and other forms of information are not just passively accepted, but rather evaluated, with judgements being made where other forms of data do not exist. A critical perspective also ensures that the input and the points of view of a range of stakeholders are considered, together with the likely impact of intervention decisions upon them.

We have tried to provide definitions of all significant terms throughout the text. Real-world ‘vignettes’ and detailed case studies drawn from a range of countries provide insights into the approaches used by practitioners to address actual social marketing challenges. The cases also link to key chapter concepts. We acknowledge the valuable contribution that access to these cases has made to illustrating key concepts throughout the text and for helping to make the link between concepts and real-world implementation very vivid. Space prohibits the inclusion of more than a small number of cases from the resource. You are encouraged to visit the websites of the organisations featured, together with those of policy makers and regulators, in order to gain a deeper understanding of real-world issues facing social marketers.

The text is organised into three separate parts, with multiple themes running through all chapters. A list of recommended additional resources is provided at the end of each chapter and a detailed glossary at the end of the book.

Part 1: The principles of social marketing

The chapters in this initial part of the text introduce social marketing concepts and principles, providing an overview of the intervention planning process, upstream, policy and partnership issues and ethical considerations.

Chapter 1 What is social marketing?

This chapter introduces social marketing as a field and discusses its evolution and the differences between it and related activity such as health education. The scope of social marketing and the relative complexities of potential interventions across the range of areas in which social marketing currently operates, or could potentially operate in the future, are then examined, followed by a discussion of the potential for unintended impacts of social marketing interventions in each of these areas.

Chapter 2 The core principles of social marketing

The core principles of social marketing are reviewed in this chapter, together with debates such as the use of commercial marketing theory in a social marketing context, the strengths and weaknesses of specific tools and techniques of commercial marketing in a social marketing context, and the value of alternative theories and tools. Tensions regarding whether social marketing should adopt a more service-driven approach versus the traditional product-driven approach are also considered.

Chapter 3 The social marketing intervention planning process

This chapter outlines the stages required in planning a social marketing intervention and methods for conducting a critical review of competitors whose activity may impact on the planning process. The potential of partnership development as part of the intervention planning process is also discussed. The role of research in the planning process, including commercial marketing techniques which may be helpful, is examined.

Chapter 4 Upstream, policy and partnerships

Chapter 4 focuses on the evaluation of external, environmental and policy factors that may act as facilitators of, or barriers to, social marketing interventions. The complexities of developing collaborative partnerships within communities, particularly when establishing public – private partnerships, and the particular challenges presented by some sectors of commercial marketing, are reviewed.

Chapter 5 Ethical issues in social marketing

In this chapter, the strengths and weaknesses of the main ethical frameworks featured in the business literature are discussed in the context of the relevance of each to social marketing activity. Ethical dilemmas that may occur in social marketing activity in relation to these frameworks are considered. The role of codes of ethics in ensuring ethical behaviour from all participants in social marketing interventions is then discussed in the context of the structure of codes that might be successfully implemented among social marketing practitioners.

Part 2: Understanding the consumer

This second part of the book focuses on the role of theory in developing interventions, complemented by research and segmentation tools.

Chapter 6 Understanding the consumer: the role of theory

This chapter focuses on the role of theory in planning, implementing and evaluating social marketing interventions. It provides an overview of key theories used in social marketing and their potential applications and provides guidance on how to critically evaluate these theories, taking into consideration both their flaws and strengths. Guidance is also given for comparing theoretical concepts across different types of social marketing interventions.

Chapter 7 Conducting research in social marketing

The focus of Chapter 7 is on the principles and practice of research within a social marketing context, and ethical challenges that may apply to research on a range of topics and across a range of population segments. This is followed by a discussion of the processes and techniques for designing and justifying research projects for specific interventions, evaluating the design and outputs of research projects and research programmes to evaluate the effects and effectiveness of an intervention.

Chapter 8 Segmentation

In this chapter, the strengths and weaknesses of different forms of segmentation used in social marketing activity are discussed and guidance is provided for evaluating possible segmentation frameworks for different types of social marketing interventions. The reasoning behind the segmentation strategies used in past interventions is also examined, together with strategies for improving future segmentation processes.

Chapter 9 Social forces and population-level effects

This chapter discusses the influence of social groups on individual and collective behaviours, the impact of conformity on social marketing activity and the concept of tipping points for a range of behaviours. The impact of social norms on individual and group behaviours is considered and guidance provided as to how these factors should be evaluated and appropriate action incorporated into social marketing interventions.

Part 3: Designing effective social marketing solutions

In this third section of the text, the chapters focus on key intervention design and evaluation issues.

Chapter 10 Designing social marketing interventions: products, branding, channels and places

In this chapter, different levels of 'products' are considered in the context of the development of social marketing campaigns. The role of branding in social marketing is then discussed, including techniques for evaluating appropriate branding strategies and developing suitable

brand images for interventions. The role of channels and distribution in social marketing product development are then examined.

Chapter 11 Message framing

We focus on the role of message framing in developing social marketing interventions, including the use of positive or negative framing, and rational or emotional messages. Guidance is provided for decisions as to which of these forms of framing may be effective for specific circumstances or population segments and on assessing and making reasoned recommendations regarding ways of evaluating framing alternatives for a specific intervention.

Chapter 12 Creativity in social marketing

This chapter discusses the role of creativity in social marketing interventions, focusing on how creative strategy evolves from scoping stages and the identification of insights into possible behaviour change options, and the development of a creative brief for the design of material. Guidance is provided on how the needs of disadvantaged groups should be taken into account when designing interventions. The influence of different media on the development of material is then discussed, along with the unique features of designing material for new media forms and social media.

Chapter 13 Media planning

Chapter 13 explains the principles of planning traditional mass media such as television, radio, newspapers or magazines, and social media integration and the issue of advertising weight versus duration of an advertising schedule across a budget period. The enduring debate over whether advertising (and, by extension, all forms of marketing communication in the current era) is a strong or weak force is then discussed, along with the strengths and weaknesses of major media vehicles, both traditional and new media, and qualitative factors that should also be considered in planning media.

Chapter 14 The challenges of evaluation

This final chapter discusses why evaluations should occur, what should be evaluated and when, and the contribution of evaluation processes at all stages of an intervention programme. Guidance is provided on how to critically evaluate formal and informal evaluative processes and how to develop and justify evaluation programmes for a range of social marketing interventions. The specific challenges involved in evaluating multi-component and multi-partner interventions are considered, followed by a discussion of the way in which the effect of competition on interventions can be evaluated.

Many more useful resources are provided on the companion website to this book. Please visit www.personed.co.uk/eagle for more material to support your study.

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